



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

Contract / Revision	Alt Order #
586915 /	9853198
<u>Product</u>	
HOUSE MAJORITY PAC	
<u>Contract Dates</u>	<u>Estimate #</u>
10/31/12 - 11/06/12	2275
<u>Advertiser</u>	<u>Original Date / Revision</u>
House Majority PAC	10/29/12 / 10/29/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KSTU	Dan Driscoll
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
<u>IDB#</u>	<u>Advertiser Code</u>
79	86
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Waterfront Strategies
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Totals		
										Type	Spots	Amount
N 1	13	10/31/12	11/06/12	M-F 8a-9a	8a-9a		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/31/12	11/06/12	MTWTF--					3	\$650.00			
N 2	13	11/04/12	11/04/12	FOX News Sunday	9a-10a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-----S					1	\$500.00			
N 3	13	10/31/12	11/06/12	M-F 11a-12p	11a-12p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/31/12	11/06/12	MTWTF--					2	\$400.00			
N 4	13	10/31/12	11/05/12	M-F 3p-330p	3p-330p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/31/12	11/06/12	M-WTF--					1	\$500.00			
N 5	13	11/04/12	11/04/12	Su 3p-4p	3p-4p		:30			NM	1	\$195.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-----S					1	\$195.00			
N 6	13	10/31/12	11/05/12	M-F 330p-4p	330p-4p		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/31/12	11/06/12	M-WTF--					5	\$500.00			
N 7	13	11/04/12	11/04/12	Su 5p-530p	5p-530p		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	-----S					1	\$775.00			
N 8	13	10/31/12	10/31/12	FOX X Factor Wednesday	7-9p		:30			NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	--W---					1	\$4,500.00			
N 9	13	11/01/12	11/01/12	FOX X Factor Thursday	7-9p		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	---T---					1	\$3,500.00			
N 10	13	10/31/12	11/05/12	M-F 9p-930p	9p-930p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/31/12	11/06/12	M-WTF--					2	\$3,000.00			
N 11	13	10/31/12	11/02/12	M-F 105a-2a	105a-2a		:30			NM	1	\$165.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:	10/29/12	11/04/12	--WTF--					1	\$165.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

Contract / Revision	Alt Order #	
586915 /	9853198	
Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	HOUSE MAJORITY PAC	2275
Advertiser		Original Date / Revision
House Majority PAC		10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Totals		
									Rate	Type	Spots
Start Date	End Date	Weekdays									

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 -11/06/12	19	\$21,385.00	\$18,177.25
Totals	19	\$21,385.00	\$18,177.25

Signature: _____ Date: _____

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Rep Order# 9853198 Ver# 1 Status New Traffic Order#

EC'd Yes

Printed: 10/29/2012 8:57 AM
Last Received: 10/29/2012 8:30 AM

Showing Buylines: All Lines
1 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROUP
Product HOUSE MAJORITY PAC
Estimate# 2275
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/F2/E
Flight Dates 79/86/2275
Hiatus Weeks 10/31/2012 - 11/06/2012

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

— CONTRACT COMMENT —

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

NEW ORDER- PLEASE CHECK & CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
1	W-F, M-TU	8A-9A		GOOD BY UTAH8A	:30	\$650.00	10/31-11/06	3	1	3	\$1,950.00	
2	SU	9A-10A		FOX NEWS SUNDAY	:30	\$500.00	11/04-11/04	1	1	1	\$500.00	
3	W-F, M-TU	11A-12P		FOX NEWS AT 11	:30	\$400.00	10/31-11/06	2	1	2	\$800.00	
4	W-F, M	3P-330P		JUDGE JUDY	:30	\$500.00	10/31-11/05	1	1	1	\$500.00	
5	SU	3P-4P	CLOSER		:30	\$195.00	11/04-11/04	1	1	1	\$195.00	
6	W-F, M	330P-4P		JUDGE JUDY R	:30	\$500.00	10/31-11/05	5	1	5	\$2,500.00	
7	SU	5P-530P		FOX13-LIVE@5WK	:30	\$775.00	11/04-11/04	1	1	1	\$775.00	
8	W	7P-9P	X FACTOR		:30	\$4,500.00	10/31-10/31	1	1	1	\$4,500.00	
9	TH	7P-8P	X FACTOR RSITS		:30	\$3,500.00	11/01-11/01	1	1	1	\$3,500.00	
10	W-F, M	9P-930P		FOX NEWS AT 9	:30	\$3,000.00	10/31-11/05	2	1	2	\$6,000.00	
11	W-F	105A-2A		NEWS	:30	\$165.00	10/31-11/02	1	1	1	\$165.00	

— NEW ORDER —

Rep Order# 9853198 Ver# 1 Status New
EC'd Yes

Traffic Order#

Printed: 10/29/2012 8:57 AM
Last Received: 10/29/2012 8:30 AM
Showing Buylines: All Lines

2 of 2

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 2275
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/2275
Flight Dates 10/31/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DANDRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

—REPORT TOTALS—
Report Totals: 19 / \$21,385.00

—SALES MONTHLY TOTALS—

Nov 12: 19 / \$21,385.00

Sales Totals: 19 / \$21,385.00

Station Totals: 19 / \$21,385.00

Lines not sent/rcl'd/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CABL	KDLU	KJZZ	KSL	KSTU	20%
	\$106,925	0%	0%	0%	0%	UNKN	80%
		KTVK	KUCW	KUTV	UNKB		

Books null
Demos RA35+